

The logo for MNC Digital. 'MNC' is in a bold, dark blue, sans-serif font. Below it, the letter 'D' is stylized with a yellow top, green left, and red bottom. To the right of the 'D', the word 'igital' is written in a dark blue, sans-serif font, sharing the 'i' with the 'D'.

MNC
Digital

SEA's Largest Content & Digital Entertainment

MNC Digital Corp Structure



Content/IP

Production House



Pay TV Channels



IP & Distribution Management

IP MANAGEMENT



Production Infrastructure

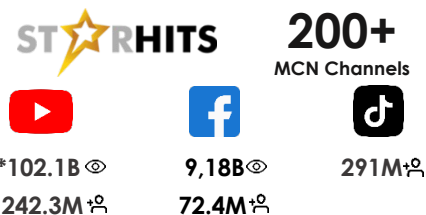


Talent, MCN & Socmed

400+ Artist with Diverse Talent Specialization



Social Media & MCN



* : MNC Internal Research, July 2024

Music Label & Publishing



iNews Media Group

Portal & Apps



Linear Free/ Pay Channels



Social Media



Radio Platform



AVOD & SVOD Superapps

Extension of FTA



Pay TV Authenticated & OTT



V+ CHANNELS

V+ SPORTS

V+ LIBRARY

VISION+ ORIGINALS



CONTENT/IP

THE BIGGEST CONTENT PRODUCER & IP OWNER FOR DIGITAL & NON DIGITAL PLATFORM

70,000+ ARTICLES MONTHLY

500-700 DAILY SOCIAL MEDIA UPLOADS

300,000+ HRS DIGITAL CONTENT LIBRARY



#1 **DRAMAS**

37%
Nationwide Market Share
1038 hrs content
(H1-2024)



#1 **ANIMATIONS**

90.2%
Nationwide Market Share
213 hrs content
(H1-2024)

Film BOX OFFICE



#1 **REALITY PROGRAMS**

85%
Nationwide Market Share
384 hrs content
(H1-2024)



#1 **INFOTAINMENT**

35%
Nationwide Market Share
782 hrs content
(H1-2024)

ORIGINALS



MOVIELAND: *The Most Integrated and One Stop Studios*



Several construction in Movieland have been completed and are currently being used for filming TV series and advertisements. With Movieland, film and TV series production becomes more efficient at all stages, from pre-production to post-production. Everything is integrated in one controlled working environment.

The following production activities that have been conducted at Movieland: Cinta Berakhir Bahagia (On Going Production), Cinta Alesha, Jangan Bercerai Bunda, Takut Nggak Sih, Kesetiaan Janji Cinta, Mahligai Untuk Cinta, 20 judul FTV Ramadan & TVC MNC Life

Current construction progress on the total area is estimated to have reached around 70%



AERIAL VIEW OF MOVIELAND

COMPLETED BACKLOTS



ELITE HOUSE BACKLOT



TOWNHOUSE BACKLOT



CAFÉ BACKLOT



MENTENG HOUSE BACKLOT

IN THE PROCESS OF DEVELOPMENT



ELITE HOUSE B BACKLOT



ELITE HOUSE C BACKLOT



ELITE HOUSE D BACKLOT



MOSQUE



CHURCH



KIOS

Project Phase 1 %

Phase 1A – 6 Backlots

- Rumah Menteng
- Townhouse
- Convenience Store
- Elite A
- Café & Resto

100%

Phase 1 B – 4 Backlots

- Conventional House
- Townhouse

100%

Phase 1C – 4 Backlots

- Elite B & Elite C
- Mosque & Church

87.4%

Phase 1D – 6 Backlots

- Hospital & Police Station
- School & Shophouses
- Public Facilities

50.3%

Phase 1 E - 8 Façades

- Conventional House
- Convenience Store & Kios
- Shophouses, Café & Resto
- Townhouse
- Elite House D

71.2%

Source: Movieland, August 2024



TITLE/
FORMAT



SCRIPT/
CHARACTER

IP MONETIZATION

*Ikatan
Cinta*

Putri untuk
Pangeran KIKO



LICENSEE



Shopee



MAYORA

lemonilo

Bihunku

NFT MONETIZATION

Content library
>300.000 hours

Celebrities/Talents

Content Characters



TALENT MANAGEMENT, MCN & SOCIAL MEDIA



Talent Management

400+ Talents

Tiara Andini Mahalini Lyodra Ginting
Anwar Andmesh Firhan

Manages Talent to Perform On Air – Off Air – Digital (Group or Non Group) 10 years Contract

Official Talent Management

Indonesian Idol The Voice Indonesia Master Chef Indonesia
Indonesia's Got Talent Kontes Dangdut Indonesia Rising Star Indonesia

Social Media and MCN

200+ MCN Content Creators

Nihongo Mantapu MOP Channel Vincent Raditya
Gritte Agatha Boy William Arnold Poernomo

The Biggest MCN Operator MCN Channels

*102.1B 9,18B 291M+
242.3M+ 72.4M+ +

* : MNC Internal Research, July 2024

500-700 Daily Social Media Upload from Content Library and Original Production

Highest Traffic Generator
Consistently Generates **1.5B – 2B** Views/month

Music Label & Publishing

Music Labels

Music Publisher

Music Labels Consisting of

50 Music Artist **500+** Songs

Operates as music publisher with **166 Song Writers** and **322 Compositions**

Official Partners

600+ Talents & MCN

175+ Singers

85+ Multi talents

140+ Others

200+ MCN Channels

LYODRA	MAHALINI
TIARA	ANDMESH

BOY WILLIAM	ROBBY PURBA
SERE KALINA	ANWAR

ARNOLD POERNOMO	LIMBAD
RHOMEDAL	LORD ADI

Nihongo Mantapu	Vincent Raditya
Gritte Agatha	AISH TV

9,862 Total Jobs (2023)

156+M Total IG Followers

10 Years Contract

Official Talent Management

Performance Highlights

102.1B views All Group
242.3M subs

47.1B views All MCN Starhits
145.3M subs

134 FACEBOOK PAGE

9.18B views
72.4M followers

196 TIKTOK'S ACCOUNT

291M followers

Source: MNC Internal Research – July 2024

500-700 Daily Social Media Uploads

1.5-2B Views Per Month

200+ MCN Talents

TOP 5 Channels – All Group

17.200.000 Subscribers

16.100.000 Subscribers

7.040.000 Subscribers

7.870.000 Subscribers

5.180.000 Subscribers

TOP 5 Channels - MCN

10.400.000 Subscribers

8.330.000 Subscribers

5.960.000 Subscribers

4.930.000 Subscribers

6.130.000 Subscribers

1. Library Clips

4:48	4:29	3:09	12:03	6:57	3:45
Ada Surga Dimata Ibuku - Gawatt Mau Dibawa Kema...	BINTANG DI HATIKU - Gawatt Bonny Nyebur Kali [...]	CAHAYA HATI - Gilak Ringgo Minta Tebusan 100jt [12...	BINTANG DI HATIKU - Poppy Tak Mampu Lagi Mengejar [...]	BINTANG DI HATIKU - Apa Yang Terjadi Dengan Lolly [...]	BINTANG DI HATIKU - Kasihan Shelly Diganggu...
335M views • 3 years ago	96M views • 3 years ago	95M views • 3 years ago	81M views • 4 years ago	71M views • 4 years ago	69M views • 3 years ago

2. Original Production / Sponsorship Based Web-Series

8:18	8:12	7:59	9:50	6:57	2:00
Dunia Terbalik-balik - CEMBURU BUTA #Episode5	Dunia Terbalik-balik - BETAH KARENA TOILET...	Dunia Terbalik-balik - AHLI TOILET DUDUK #Episode3	Dunia Terbalik-balik - PEMENANG TANTANGAN...	Dunia Terbalik-balik - TANTANGAN VLOG RAFFI...	TOILET CANGGIH TOTO BIKIN DUNIA TERBALIK-...
132K views • 2 years ago	134K views • 2 years ago	141K views • 2 years ago	141K views • 2 years ago	154K views • 2 years ago	24K views • 2 years ago

3. MCN – Multi Channel Network

<p>TALENT MANAGEMENT SOCIAL MEDIA CONTRIBUTION (YOUTUBE ONLY)</p>	<p>200+ MCN CHANNELS</p>	<p>47.1 Billion VIEWS</p>	<p>145.3 Million SUBS</p>
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**INEWS MEDIA
GROUP**

iNews MEDIA GROUP



	iNews Group	Sindonews Group	IDX Channel Group	Okezone Group	Celebrities Group	Sportstars Group
	Beyond No 1 News, Sports & Information	Beyond Headlines Sindonews is Breaking News	Your Trustworthy & Comprehensive Investment References	Beyond Information	The Largest Celebrities & Entertainment Updates	The Champion of Sports Media
Linear/Pay Channels	 					sportstars sportstars2 sportstars3 sportstars4
	Total FTA Audience Share: 23.3		Total Pay Channels Audience Share: 12.52			
Digital/OTT Viewing	 MAU: 70.1M+ MAU: 40M+ SUBS: 2.8M+	 MAU: 40M+ SUBS: 2.8M+				
Portal & Apps Platform	 MAU: 8.5M	 MAU: 14.3M	 MAU: 1.8M	 MAU: 13.7M		
	Total 4 Portal MAU: 38.2M					
Social Media	 21.4M Subscribers 10.5B Views	 12M Followers 2.8B Views	 4.4M Followers	 206M Views	 3.7M Followers	
	Total Subs/Followers: 57,6M Total Views per Month: 478,3M Total Life Times Views: 10.5B					
Radio Platform						

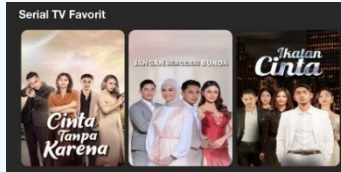
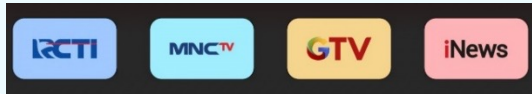
*as of July 2024



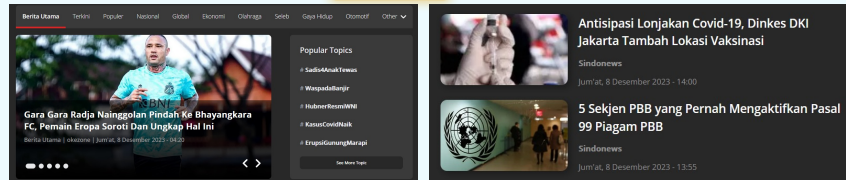
AVOD & SVOD SUPERAPPS

Free Service (AVOD)

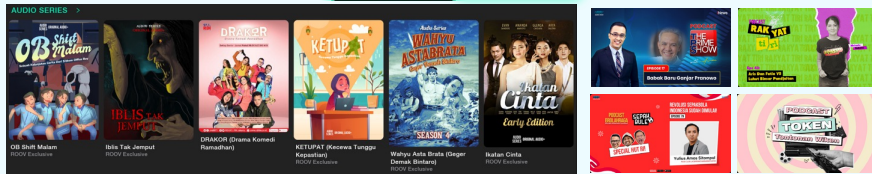
1. Video Streaming **VIDEO+**



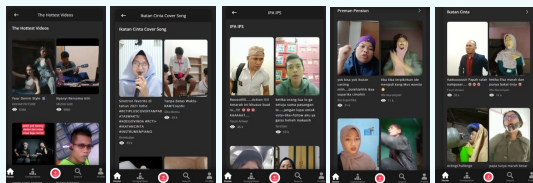
2. News Aggregator **NEWS+**



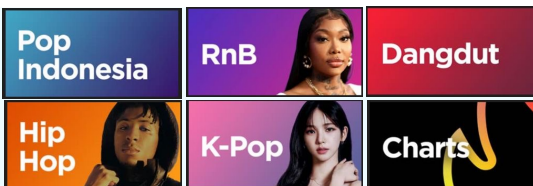
3. Audio Aggregator **AUDI+ ROOY**



4. UGC (Video) **HAT+**



5. Music Streaming



RCTI+ Entertainment Superapp



MAU JULY '24
70.1M+
 Avg engagement time: 36m 42s

Paid Service (SVOD)

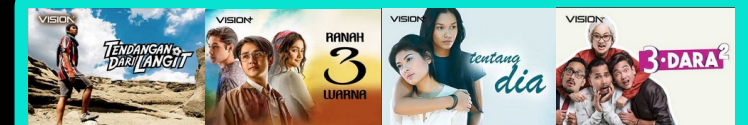
110+

Linear Channels
Local + Foreign



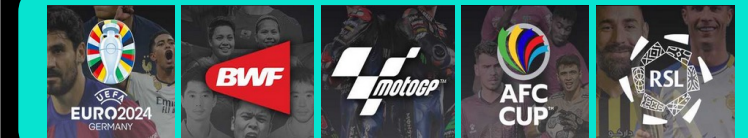
27K+
Hours

Content Library



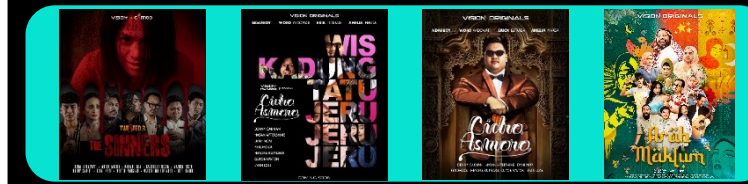
VISION+ SPORTS

Variety of
Sporting
Programs



VISION+ ORIGINALS

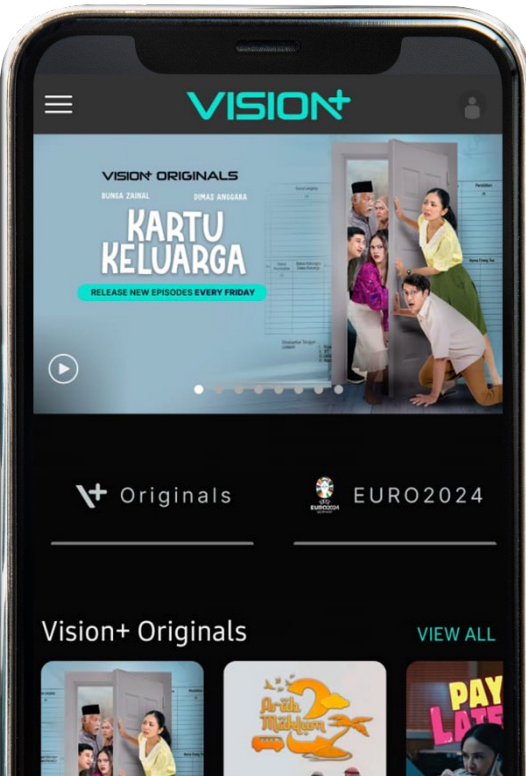
Exclusive
Original
Productions



2.8M
Registered Users

40M+
Monthly Active Users*

*As of 2024



VISION+ TV Anywhere, Anytime

Subscription Video on Demand (SVOD)

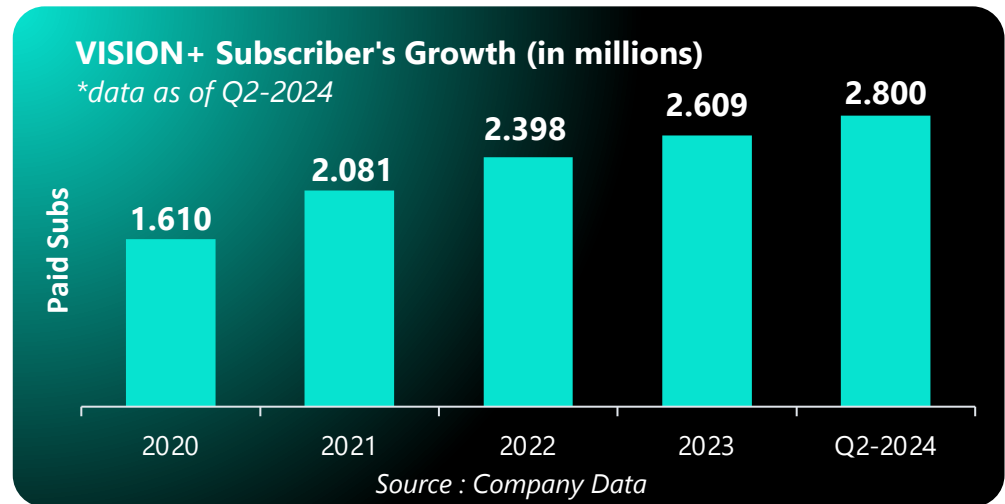
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

Advertising Video on Demand (AVOD)

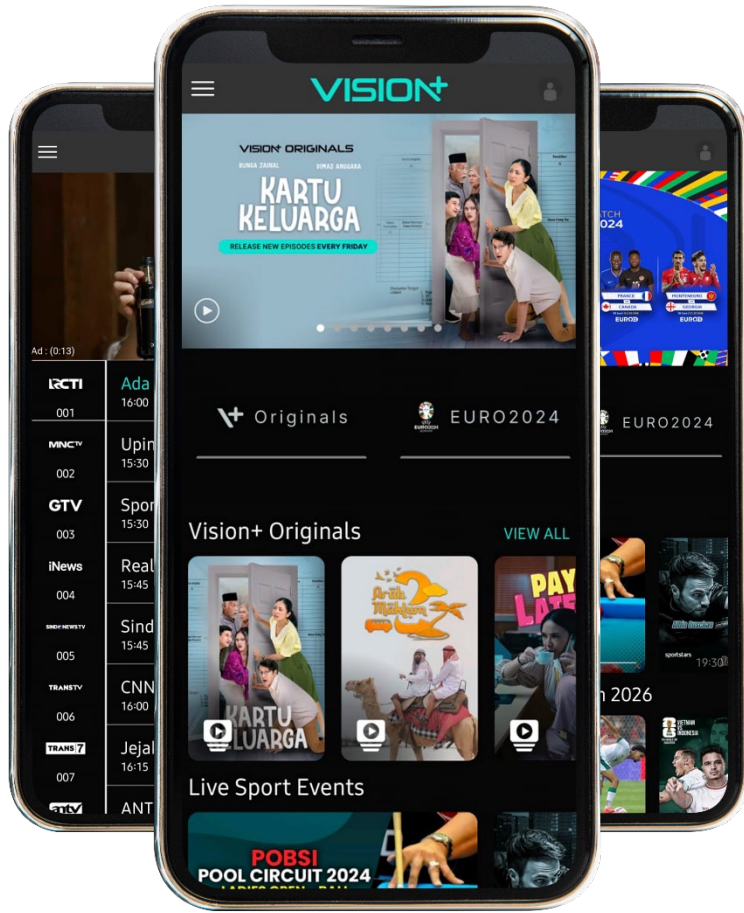
- ✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from weekly, monthly, and annually subscription fee.

Future roadmap includes VISION+

to become a **SVOD** based **SUPER APP** by adding new engaging content category



VISION+



V+ Channel
110+
Linear Channels
Local + Foreign

Premium SVOD platform with the most linear TV offering for OTT in the market

V+ Library
Exclusive
27,000+
Hours

The highest quality local content in the country including top rated drama series, movies, and other leading contents

VISION+
SPORTS

A variety of sporting programs

VISION+
ORIGINALS

Key drivers to attract subscribers to Vision+ with aggressive original productions

Financial Results: MSIN (H1-2024)



Income Statements In IDR mio	Actual		Variance
	H1-2024	H1-2023	YoY
Revenues	1,636,859	1,735,835	-6%
Content & IP, Talent	883,792	928,530	-5%
Digital	653,738	802,758	-19%
Subscription	319,710	249,035	28%
(elimination)	(220,381)	(244,488)	
Direct Cost *)	1,004,497	1,103,516	-9%
Depreciation and amortization	36,656	31,870	15%
Gross profit	595,705	600,449	-1%
<i>Gross profit margin</i>	<i>36%</i>	<i>35%</i>	
General & Administrative expense *)	144,755	147,713	-2%
Depreciation and amortization	117,238	138,562	-15%
EBITDA	487,606	484,606	1%
<i>EBITDA Margin</i>	<i>30%</i>	<i>28%</i>	
Net Income	305,663	246,778	24%
<i>Net income margin</i>	<i>19%</i>	<i>14%</i>	

*) : Excluding depreciation and amortization



ANALISA MANAJEMEN TERKAIT DENGAN PERGERAKAN HARGA SAHAM PERSEROAN



THANK YOU